

Message Text

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ACTION EB-08

INFO OCT-01 NEA-11 ISO-00 CAB-02 CIAE-00 COME-00
DODE-00 DOTE-00 INR-10 NSAE-00 FAA-00 L-03 /035 W
-----005784 022250Z /61

R 020910Z JUL 78

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 2565

INFO AMEMBASSY ABU DHABI

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

AMEMBASSY RIYADH

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E.O. 11652: NA

TAGS: EAIR, SA

SUBJECT: BRANIFF INTERNATIONAL PLANS FOR OPERATIONS FROM
DHAHRAN

REF: ABU DHABI 1839

1. MR. PHILIP J. D'ESCLERCS, REGIONAL SALES DIRECTOR OF
SUBJECT AIRLINE, VISITED POST ON JUNE 28, 1978, TO STATE THAT
BRANIFF WAS SEEKING AN AGENT IN SAUDI ARABIA FOR ITS PROPOSED
DHAHRAN-HOUSTON-DHAHRAN FLIGHT.

2. MR. D'ESCLERCS, WHO IS BASED IN PARIS, ASSERTED THAT THE
AIRLINE HAD EVERYTHING SET INCLUDING THE BACKING OF A QUOTE
POWERFUL SAUDI PRINCE UNQUOTE WHICH HE REFUSED TO NAME. HE
WAS SEEKING A LOCAL AGENT WHO IS NOT HANDLING ANY COMPETITIVE
AIRLINE, PARTICULARLY PAN AM OR TWA, BUT INCLUDING AIR
FRANCE, ALITALIA AND BAC.

3. HE STATED THAT BRANIFF WAS DOING EXCEEDINGLY WELL WITH
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ITS LONDON-HOUSTON FLIGHT WHICH HAD NOW A MUCH HIGHER THAN
AVERAGE CONFIGURATION FOR FIRST CLASS SEATS. HE FELT THAT
A DIRECT DHAHRAN-HOUSTON FLIGHT WOULD ALSO BE PROFITABLE
AND STATED THAT THE COMPANY PLANS TO USE 747 SP'S ON THE
RUN WITH NON-STOP HOUSTON TO DHAHRAN FLIGHTS, AND ONE STOP,
BECAUSE OF PREVAILING WINDS, ON THE DHAHRAN-HOUSTON RUN.
THE STOP ON THIS FLIGHT WOULD PROBABLY BE MADRID.

4. MR. D'ESCLERCS' ENTHUSIASM DID NOT APPEAR THE LEAST
DETERRED BY THE FACT THAT TWA AND PAN AM ALSO WERE ANGLING
FOR SAUDI FLIGHT RIGHTS.

5. HE SAID THE PURPOSE OF HIS TRIP WAS TO CHECK THE
PASSENGER POTENTIAL AND VISIT SAUDIA AS WELL AS TO SEEK AN
AGENT. HE MENTIONED HIS STOPS IN ABU DHABI AND DUBAI.
AT THE LATTER POINT HE STATED THAT THE OFFICER-IN-CHARGE
HAD PROMISED TO SEND WORK AHEAD INFORMING US OF HIS ARRIVAL,
WHICH WAS RECEIVED AFTER HIS DEPARTURE.

6. WE BELEIVE IT POSSIBLE THAT THE PURSUIT OF A STOP HERE
BY US AIR CARRIERS MAY STIMULATE MORE PRESSURE BY THE
SAUDIS FOR A BILATERAL AGREEMENT.
WEST

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NNN

Message Attributes

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